



# U.S. Army 2005 MWR Leisure Needs Survey



**Fort Rucker  
Alabama**

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

Fort Rucker

## I LEISURE NEEDS SURVEY

- Project Overview
- Methodology
- Patron Sample
- Products

## I SURVEY RESULTS

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## I NEXT STEPS

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

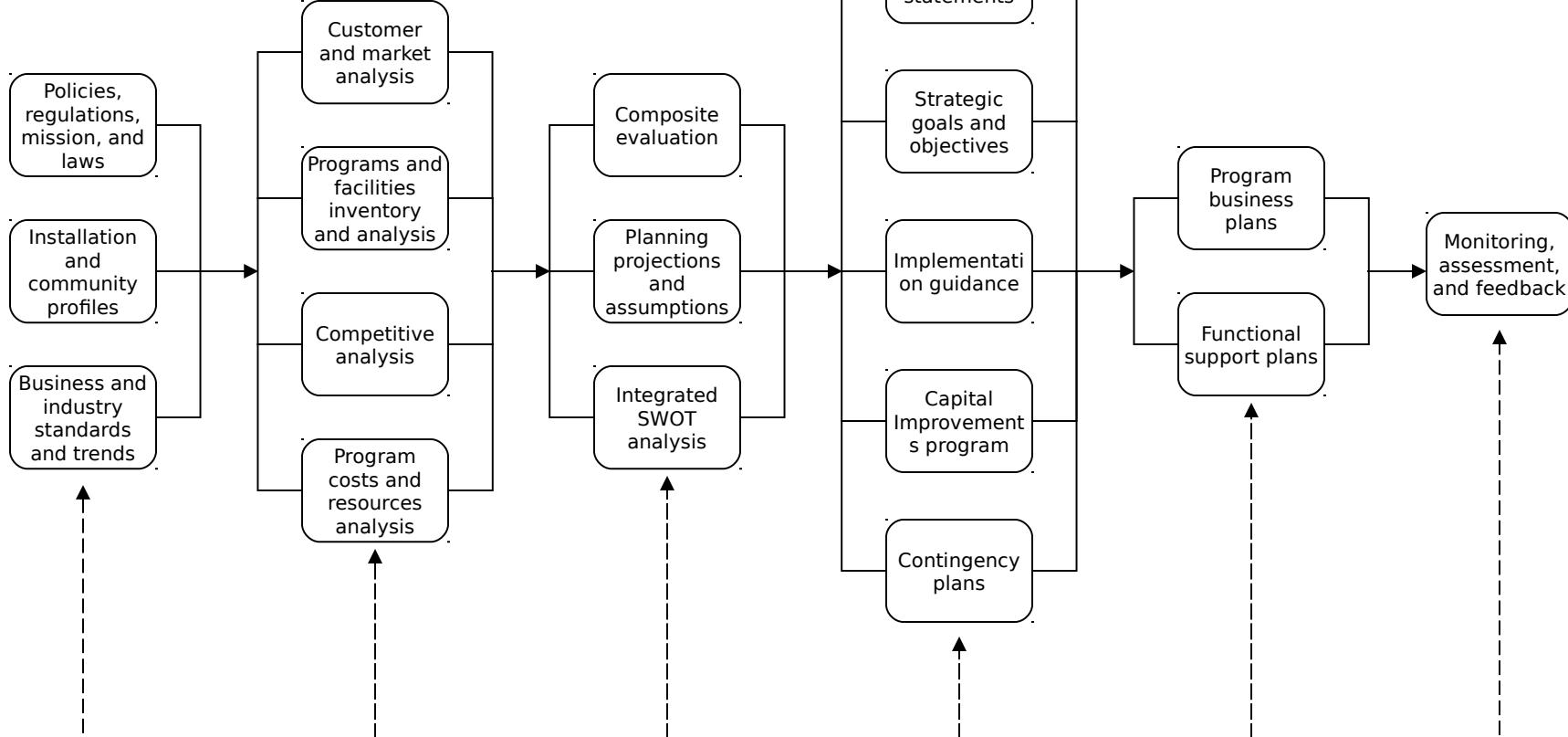
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

ELEMENTS



# METHODOLOGY

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## I PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 4,587 surveys were distributed at Fort Rucker



## I SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

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## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

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## I SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	± .43%
Ft. Rucker:					
Active Duty	3,795	1,166	548	47.00%	± 3.87%
Spouses of Active Duty	2,453	1,426	237	16.62%	± 6.05%
Civilian Employees	7,370	838	258	30.79%	± 5.99%
Retirees	4,136	1,157	343	29.65%	± 5.07%
<b>Total</b>	<b>17,754</b>	<b>4,587</b>	<b>1,386</b>	<b>30.22%</b>	<b>± 2.53%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

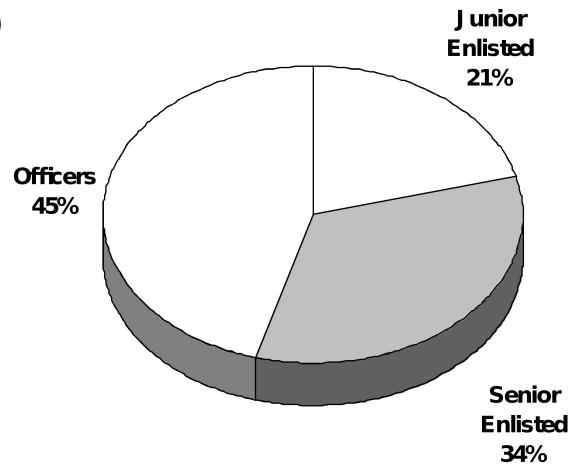
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

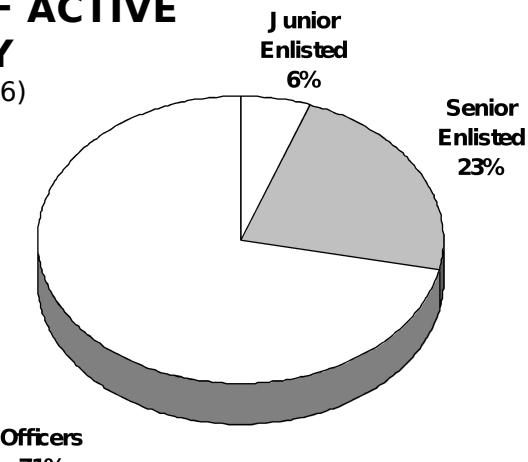
### ACTIVE DUTY

(n = 515)



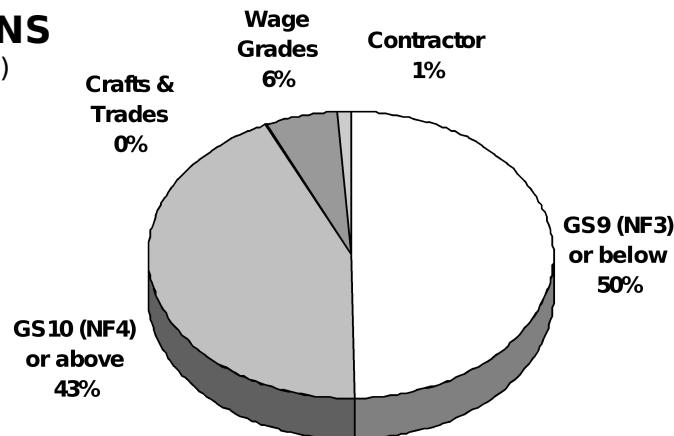
### SPOUSES OF ACTIVE DUTY

(n = 216)



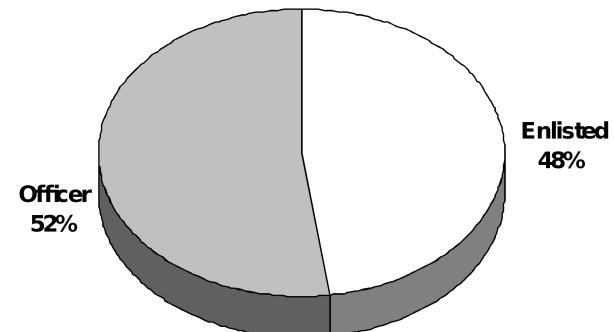
### CIVILIANS

(n = 249)



### RETIREES

(n = 260)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

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## PRODUCTS

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## PRODUCT DISTRIBUTION

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT FORT RUCKER

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## MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	43%
Library	39%
ITR – Commercial Travel Agency	33%
Bowling Center	30%
Post Picnic Area	29%

## LEAST FREQUENTLY USED FACILITIES

BOSS	3%
School Age Services	4%
Marinas	6%
Child Development Center	7%
Bowling Pro Shop	7%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT RUCKER\*

Fort Rucker

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

ITR – Commercial Travel Agency	4.57
Automotive Skills	4.30
Library	4.27
Arts & Crafts Center	4.23
Post Picnic Area	4.16

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Car Wash	3.21
Multipurpose Sports/Tennis Courts	3.70
Bowling Pro Shop	3.75
Army Lodging	3.76
Cabins & Campgrounds	3.81

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FORT RUCKER\*

Fort Rucker

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

ITR – Commercial Travel Agency	4.51
Library	4.19
Child Development Center	4.12
Golf Course Food & Beverage	4.12
Golf Course Pro Shop	4.11

## FACILITIES WITH LOWEST QUALITY RATINGS\*

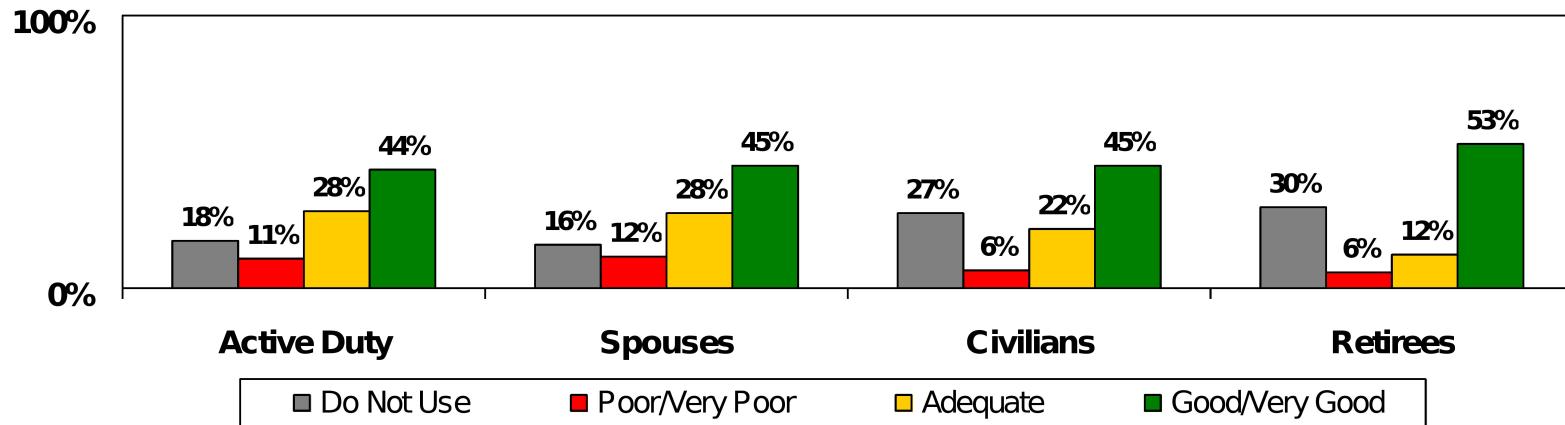
Car Wash	3.14
Multipurpose Sports/Tennis Courts	3.51
Bowling Pro Shop	3.58
Cabins & Campgrounds	3.61
Army Lodging	3.64

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

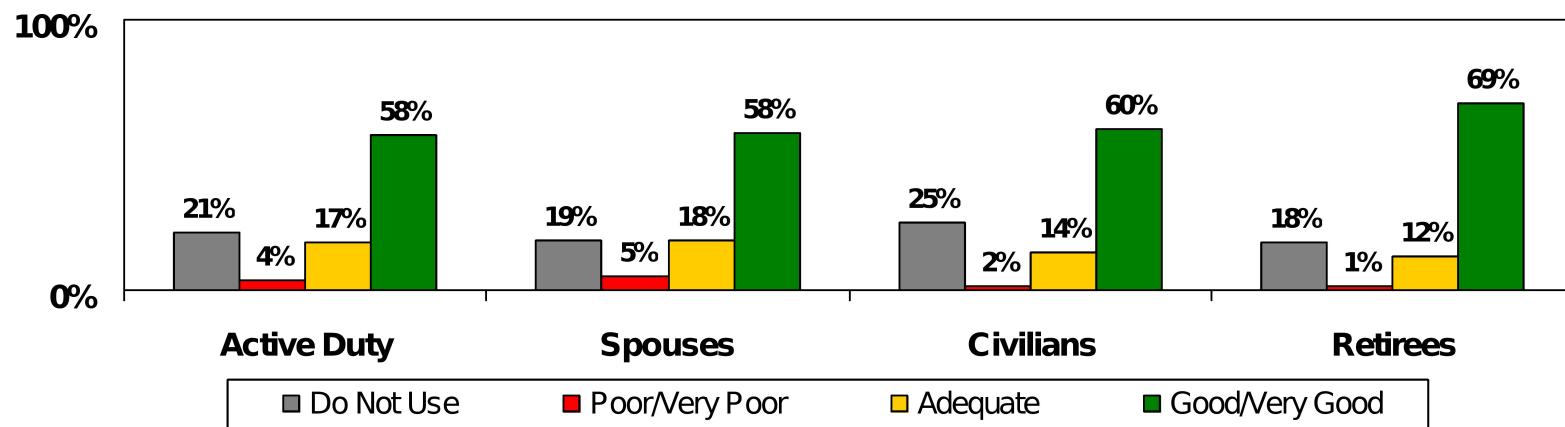
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



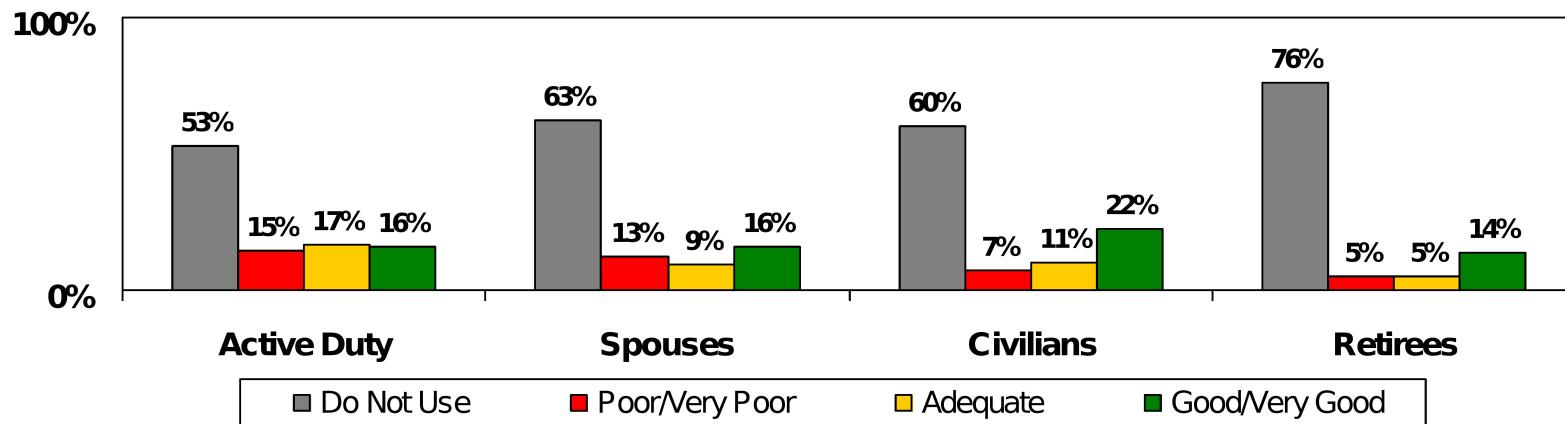
## Quality of Off-Post Services



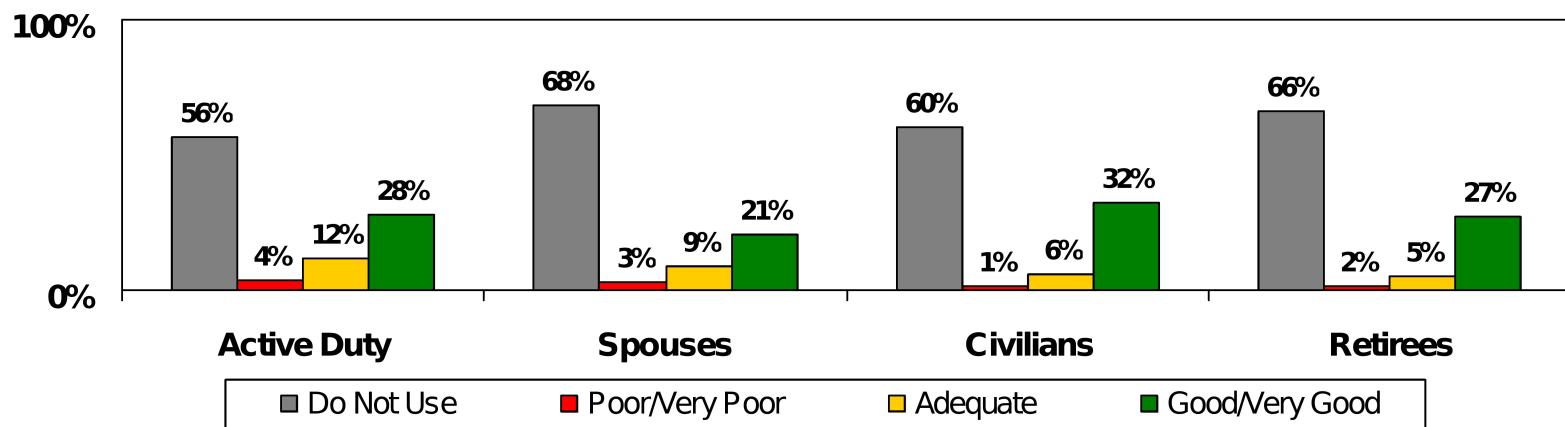
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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## Quality of On-Post Services



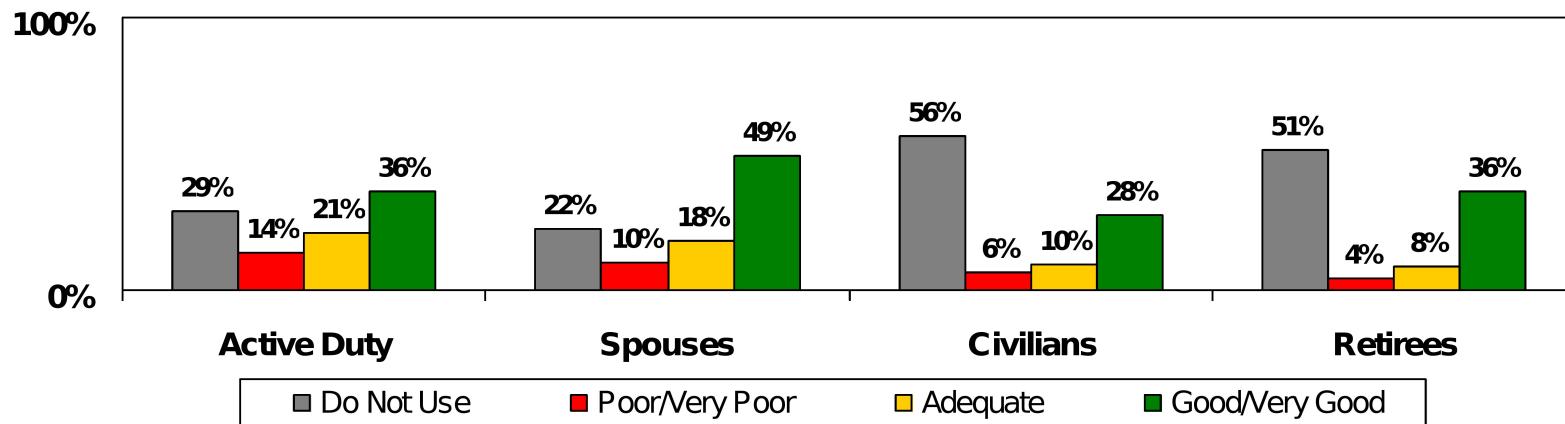
## Quality of Off-Post Services



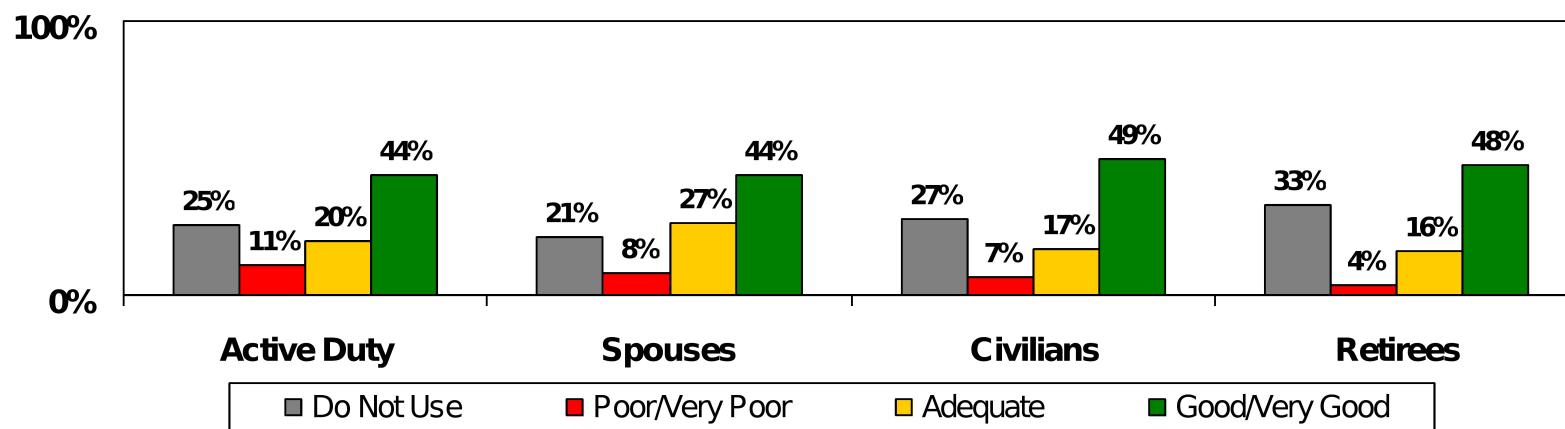
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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## Quality of On-Post Services

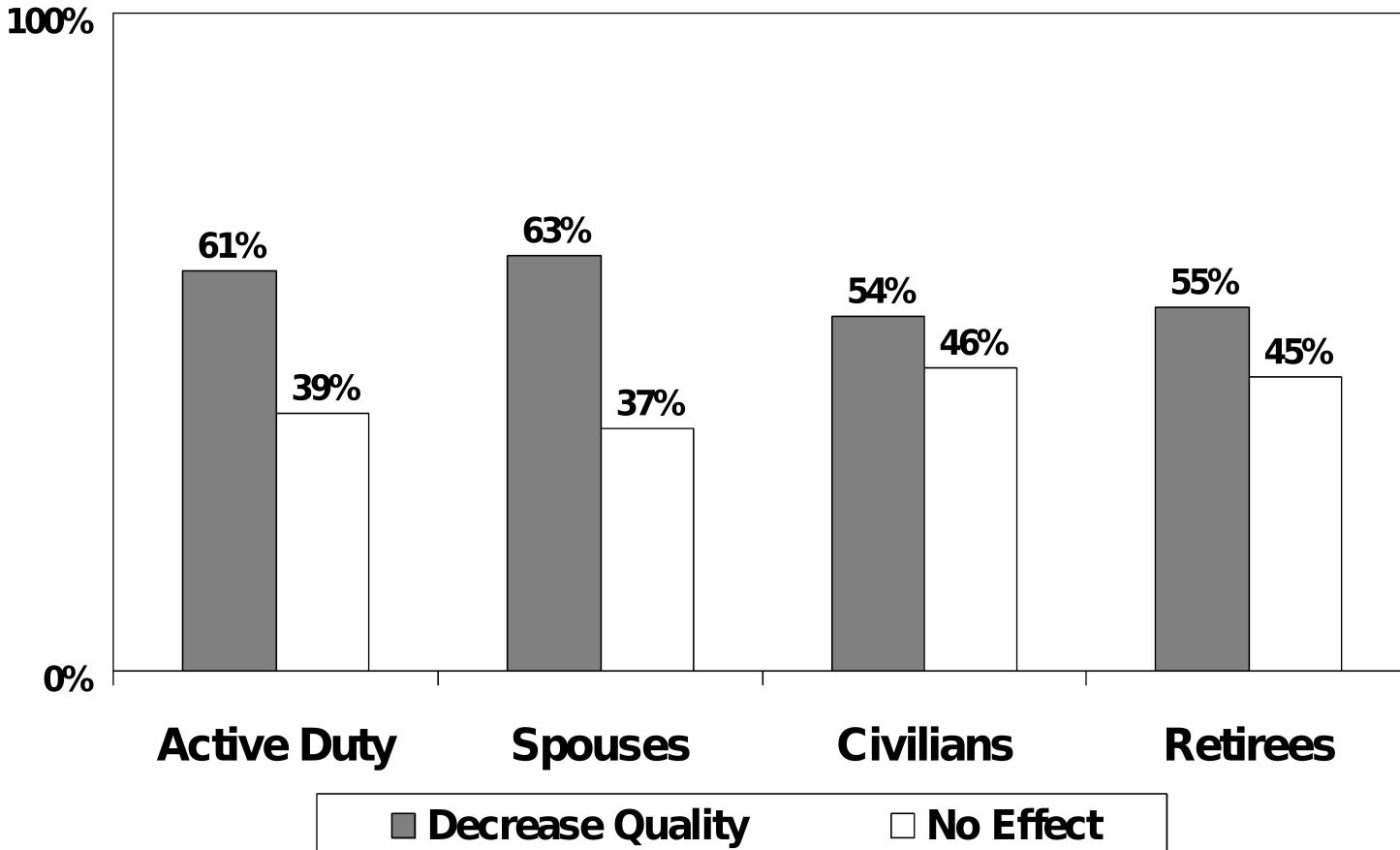


## Quality of Off-Post Services



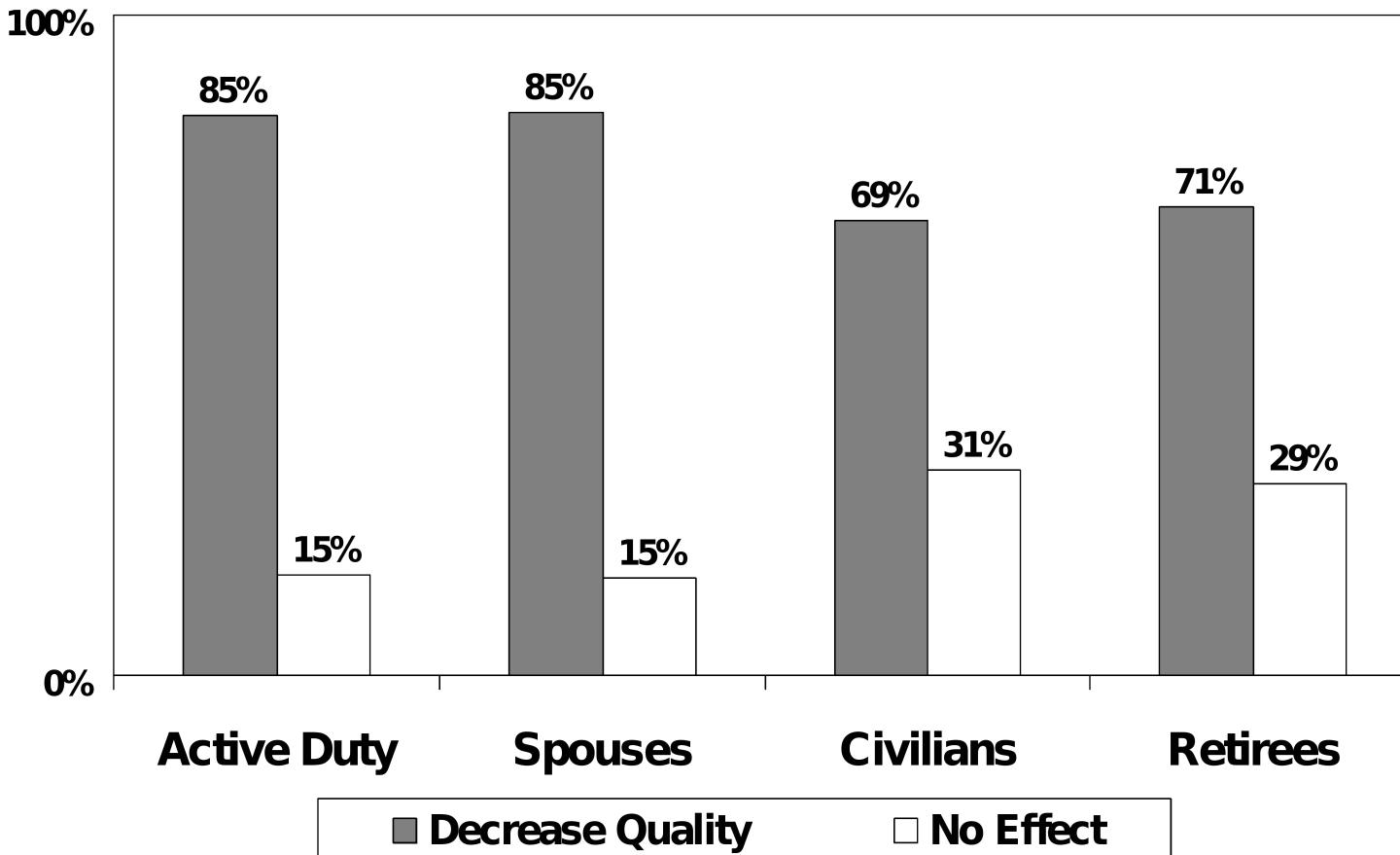
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Rucker



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Rucker



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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## Top 7 Activities/Programs

Fitness Center/Gymnasium	76%
Army Lodging	72%
Library	62%
Child Development Center	54%
Youth Center	53%
ITR Office	41%
Athletic Fields	38%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	70%
Car Wash	61%
Bowling Pro Shop	53%
Golf Course Pro Shop	49%
Golf Course Food & Beverage	41%
Tennis Courts/Multi-Purpose Courts	41%
Arts & Crafts Center	38%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Fort Rucker

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	17%	12%	21%	11%	17%
E-mail	28%	10%	36%	14%	26%
Friends and neighbors	33%	50%	29%	27%	33%
Family Readiness Groups (FRGs)	16%	18%	5%	1%	8%
Bulletin boards on post	48%	46%	37%	32%	39%
Post newspaper	43%	47%	41%	52%	45%
MWR publications	29%	21%	33%	33%	30%
Radio	7%	6%	10%	11%	9%
Television	9%	12%	6%	8%	8%
My child(ren) let(s) me know	4%	8%	2%	2%	3%
Other unit members or co-workers	35%	13%	25%	13%	23%
Unit or post commander or supervisor	25%	6%	7%	3%	10%
Marquees/billboards	26%	34%	26%	24%	26%
Flyers	50%	38%	47%	39%	44%
Other	6%	9%	8%	10%	8%
I never hear anything	7%	5%	8%	12%	8%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	81%	80%
Better Opportunities for Single Soldiers	46%	N/A
Army Community Service	54%	54%
MWR Programs and Services	81%	84%

\* Positive = moderate, great or very great extent

# **ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY**

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<b>ACS PROGRAMS</b>	<b>AWARENESS</b>	<b>BENEFICIAL*</b>	<b>NOT BENEFICIAL*</b>
Information and Referral	59%	89%	11%
Outreach programs	50%	70%	30%
Family Readiness Groups	74%	79%	21%
Relocation Readiness Program	76%	91%	9%
Family Advocacy Program	73%	78%	22%
Crisis intervention	56%	78%	22%
Money management classes, budgeting assistance	75%	83%	17%
Financial counseling, including tax assistance	77%	87%	13%
Consumer information	43%	84%	16%
Employment Readiness Program	56%	78%	22%
Foster child care	28%	64%	36%
Exceptional Family Member Program	71%	81%	19%
Army Family Team Building	63%	74%	26%
Army Family Action Plan	47%	78%	22%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	49%	92%	8%
Outreach programs	46%	90%	10%
Family Readiness Groups	79%	86%	14%
Relocation Readiness Program	78%	97%	3%
Family Advocacy Program	73%	95%	5%
Crisis intervention	50%	91%	9%
Money management classes, budgeting assistance	65%	93%	7%
Financial counseling, including tax assistance	72%	94%	6%
Consumer information	28%	94%	6%
Employment Readiness Program	68%	74%	26%
Foster child care	16%	88%	13%
Exceptional Family Member Program	69%	83%	17%
Army Family Team Building	63%	91%	9%
Army Family Action Plan	39%	92%	8%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	47%	32%
Personal job performance/readiness	46%	32%
Unit cohesion and teamwork	46%	45%
Unit readiness	55%	48%
Relationship with my spouse	38%	32%
Relationship with my children	40%	39%
My family's adjustment to Army life	42%	52%
Family preparedness for deployments	50%	55%
Ability to manage my finances	38%	24%
Feeling that I am part of the military community	44%	50%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	83%	84%
Helps minimize lost duty/work time due to lack of child care/youth services	83%	73%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	69%	44%
Allows me to work outside my home	72%	66%
Allows me to work at home	53%	49%
Offers me an employment opportunity within the CYS program	45%	36%
Allows me/my spouse to better concentrate on my/our job(s)	77%	63%
Provides positive growth and development opportunities for my children	82%	86%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	37%
Personal job performance/readiness	36%
Unit cohesion and teamwork	43%
Unit readiness	38%
Ability to manage my finances	34%
Feeling that I am part of the military community	39%
Relationship with my children (single parents)	36%
My family's adjustment to Army life (single parents)	36%
Family preparedness for deployments (single parents)	36%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	65%
Entertaining guests at home	56%
Internet access/applications (home)	54%
Going to beaches/lakes	48%
Going to movie theaters	47%
Walking	42%
Special family events	39%
Gardening	38%
Automotive detailing/washing	34%
Reading	33%

## Top 5 for Spouses of Active Duty

Entertaining guests at home	78%
Internet access/applications (home)	72%
Going to beaches/lakes	69%
Watching TV, videotapes, and DVDs	66%
Going to movie theaters	60%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	65%
Internet access/applications (home)	53%
Entertaining guests at home	52%
Walking	42%
Going to beaches/lakes	42%

## Top 5 for Active Duty

Watching TV, videotapes, and DVDs	64%
Going to movie theaters	55%
Entertaining guests at home	51%
Internet access/applications (home)	50%
Going to beaches/lakes	48%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	67%
Entertaining guests at home	53%
Internet access/applications (home)	48%
Walking	45%
Going to beaches/lakes	44%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports	
Basketball	9%
Softball	9%
Soccer	5%
Volleyball	5%
Self-directed sports tournaments	5%

Sports and Fitness	
Walking	42%
Cardiovascular equipment	32%
Running/jogging	29%
Weight/strength training	26%
Bowling	23%

Outdoor Recreation	
Going to beaches/lakes	48%
Fishing	27%
Picnicking	25%
Camping/hiking/backpacking	15%
Bicycle riding/mountain biking	15%

Entertainment	
Watching TV, videotapes, and DVDs	65%
Going to movie theaters	47%
Attending sports events	29%
Festivals/events	27%
Plays/shows/concerts	24%

Social	
Entertaining guests at home	56%
Special family events	39%
Night clubs/lounges	24%
Happy hour/social hour	22%
Dancing	19%

Special Interests	
Internet access/applications (home)	54%
Gardening	38%
Automotive detailing/washing	34%
Automotive maintenance & repair	32%
Digital photography	28%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	33%	N/A	33%
Reference/research services	26%	N/A	26%
Multimedia (videos, DVDs, CDs)	25%	N/A	25%
Internet access (library)	24%	N/A	24%
Study/self development	21%	N/A	21%
Walking	21%	22%	42%
Running/jogging	20%	9%	29%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

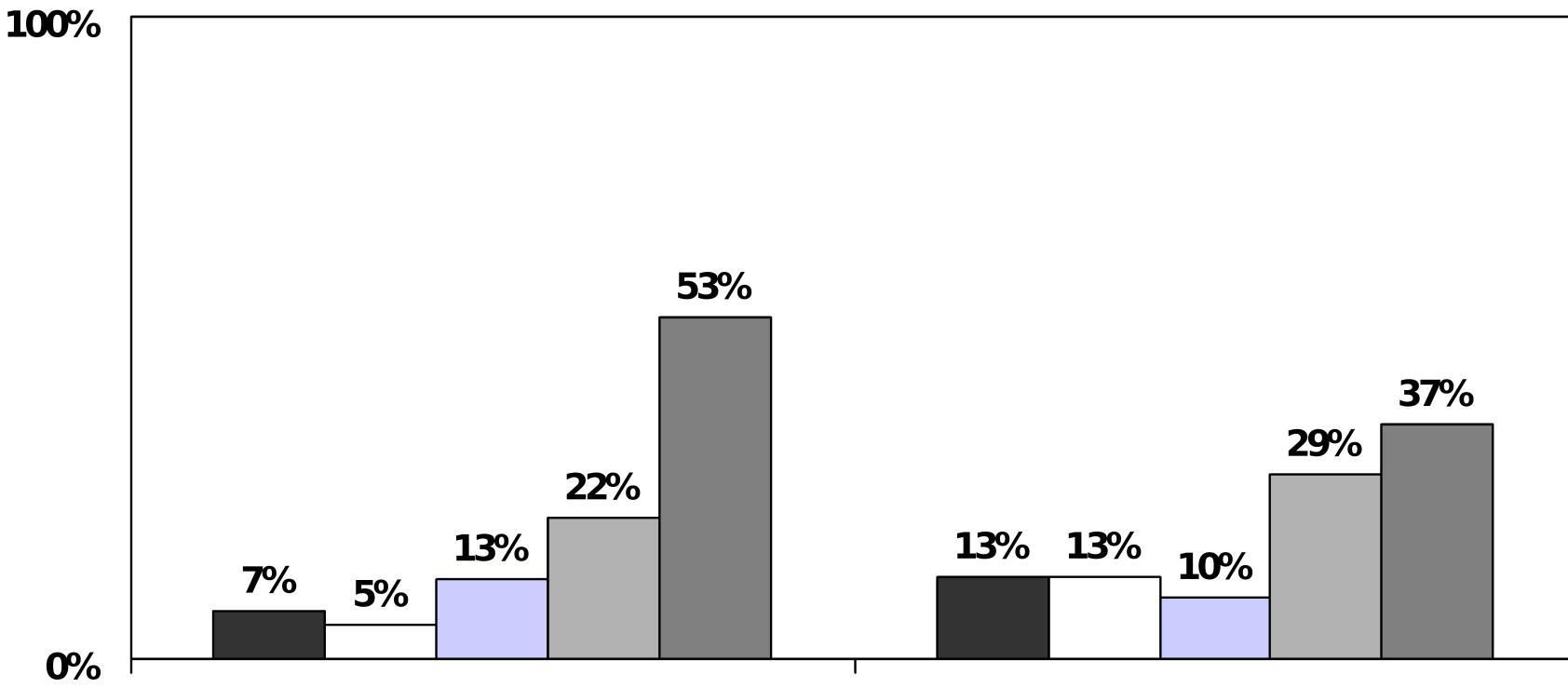
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	3%	45%	54%
Gardening	1%	3%	34%	38%
Automotive detailing/washing	4%	7%	24%	34%
Automotive maintenance & repair	9%	7%	15%	32%
Digital photography	1%	6%	22%	28%
Computer games	1%	2%	22%	25%
Trips/touring	1%	16%	0%	17%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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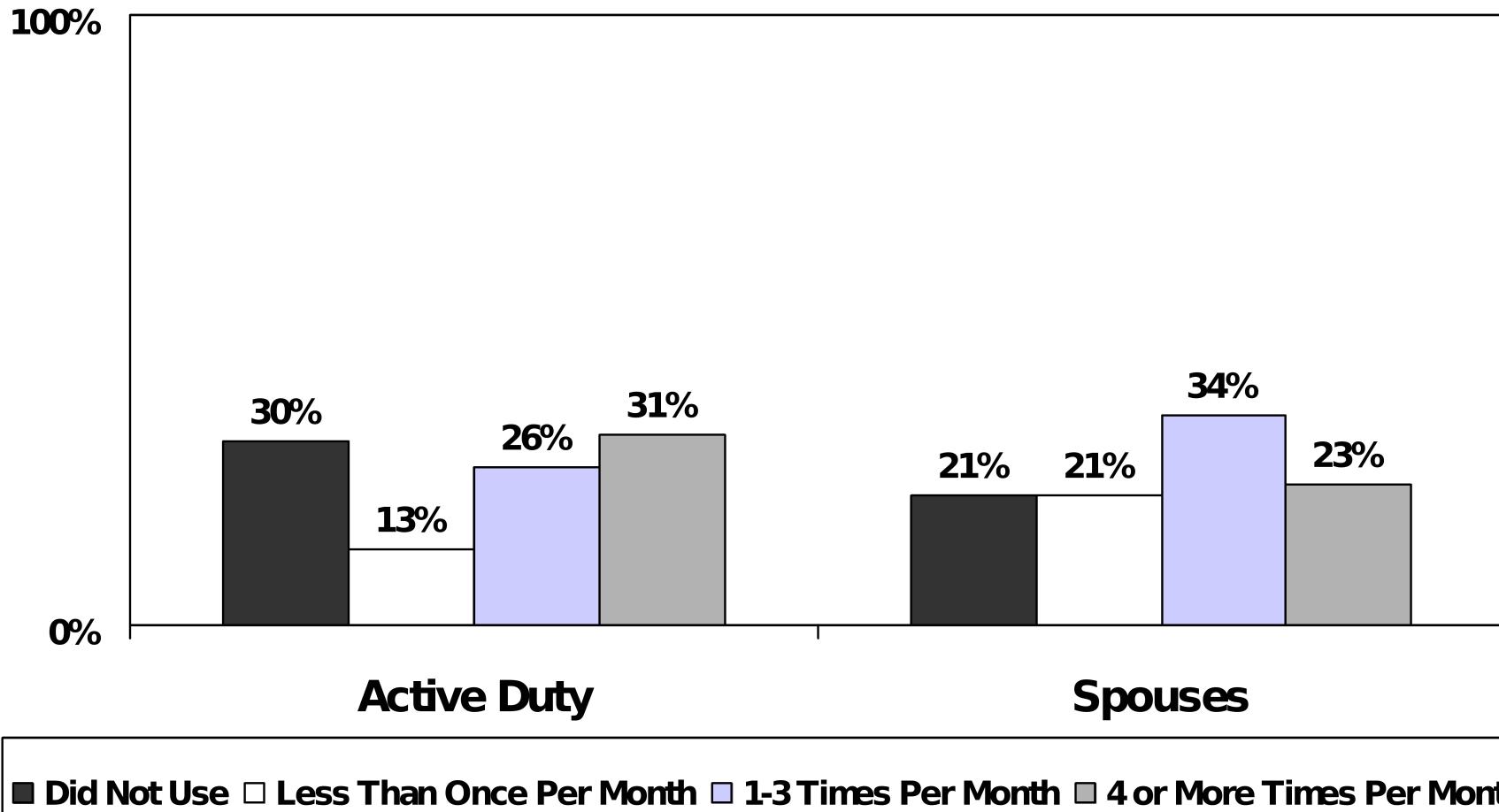


■ Not Important □ Slightly Important □ Moderately Important □ Important ■ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

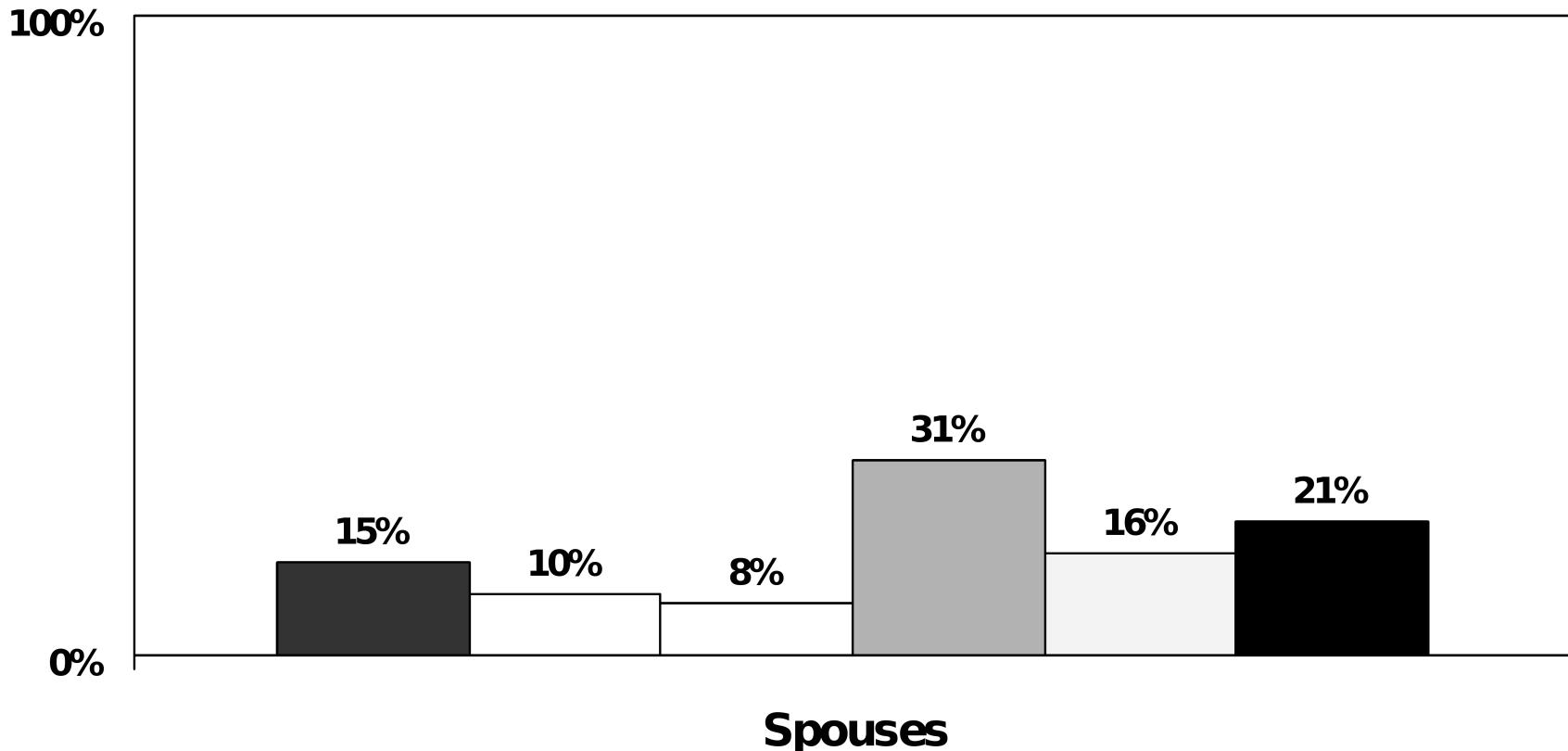
## INSTALLATION

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# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less □ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	11%
Probably will not make military a career	7%
Undecided	20%
Probably will make military a career	15%
Definitely will make military a career	48%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	10%
Not Sure	19%
Yes	71%

# NEXT STEPS

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## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)